

**MANSFIELD DOWNTOWN PARTNERSHIP
ADVERTISING AND PROMOTION COMMITTEE
Festival on the Green Subcommittee
Monday, August 30, 2010
Partnership Offices
1244 Storrs Road (Storrs Commons)
(860) 429-2740
5:00 p.m.**

Minutes

Present: Betsy Paterson, Tom Birkenholz, Kim Bova, Jim Hintz, Bruce John, Deb McCrackan, Natalie Miniutti, Barry Schreier, and Kristin Schwab

Staff: Cynthia van Zelm and Kathleen Paterson

1. Call to order

Betsy Paterson called the meeting to order at 5:04 pm.

2. Public comment

There was no public comment.

3. Review Task List

Advertising: Kathleen Paterson reported that Ashley Fraser had ordered everything and that the ads have begun in the ReminderNews, Chronicle, and Daily Campus.

Art: Kim Bova reported that the artists are dropping off their artwork this week.

Ms. K. Paterson said that Tom Bruhn is confirmed as a judge and that she is waiting to hear from Judith Thorpe.

Music: Bruce John asked for the vendor packet to be sent to David Foster and Skip. He said that the stage set-up looks good and explained that the monitors will be on the ground to make room for the dancers. Mr. John asked that the performers bring their music on a CD.

Parade: Barry Schreier and Tom Birkenholz provided an updated list of confirmed Parade participants and reviewed the tentative line-up with the Committee.

Set-up: Kristin Schwab reviewed the final site plan with the Committee. She noted that the packets will be sent the following day. The Committee discussed the logistics of chalking out the spaces, the delivery of the hay bales, and other set-up concerns.

The Committee discussed the logistics of fitting the UConn Marching Band (UCMB) and the Parade participants in front of the stage for the opening remarks and the UCMB performance.

Sponsors: Cynthia van Zelm reported that the sponsorships received matched what had been budgeted.

Vendors: Ms. K. Paterson reported that the Republican Town Committee and the Tri-Town Coalition to Reduce Underage Drinking (formerly i-Parent Network) had declined. She said she is still working to confirm whether Starbucks will participate and whether the UConn Puppet Arts Program will have its own booth.

5. Day of Needs List

The Committee reviewed the list of needed supplies and agreed to bring items to the next meeting.

6. Celebrate Mansfield Weekend update

Ms. K. Paterson reported that 40 people had reserved spaces for the wine tasting and reminded the Committee that the limit is set at 65.

7. Adjourn

The meeting adjourned at 6:30 pm.

Minutes prepared by Kathleen M. Paterson